

COMPUTING AND COGNITION

THE FUTURE OF HEALTHCARE AND FINANCIAL SERVICES

Ever since that famed performance on Jeopardy! IBM's cognitive computer Watson has sparked imaginings of how else it could be used. Over five years on those imaginings have become realities for companies across a diverse range of industries. According to IBM, the Watson program has been applied in 75 industries in 17 countries.*

With its power to bring all-new insights to the table, Watson is becoming the catalyst for a widespread change in how enterprises operate, make decisions and provide services for their customers. Here's how it's revolutionising the healthcare and finance industries.

HEALTHCARE

BY 2020, DOCTORS WILL FACE **200 TIMES** THE AMOUNT OF MEDICAL DATA AND FACTS THAT A HUMAN COULD POSSIBLY PROCESS.*



Anthem receives information from doctors regarding treatments for a patient and must determine if these treatments meet company guidelines and a patient's insurance policy.



Anthem wanted to enable providers to make healthcare decisions **more quickly** and **consistently** so decided to start with Utilisation Management, the evaluation of whether treatments are needed and appropriate under someone's health benefits plan.



Anthem now uses Watson's hypothesis generation and evidence-based learning to generate confidence-scored recommendations that **help nurses make decisions** about utilization management.

The recommendations help to accelerate the pre-approval process. Watson has shown the capability of being **accurate in its decisions 90% of the time**, while previously the accuracy stood at 50%.



Anthem (formerly WellPoint) is the largest health benefits company in the US, serving 36 million people.



Anthem partner with over **600,000 physicians and specialists** to bring the right care to their members.



This process was **increasingly slowing operations** due to the vast amount of medical information constantly being created.

This is where they turned to Watson and put it through over **25,000** training cases before implementation.



The new system provides **responses to all requests in seconds**, as opposed to 72 hours for urgent pre-authorization and three to five days for elective procedures with the previous UME process.

The **administrative burden has now been taken off clinicians** with the help of Watson so they can focus more on the actual clinical work and that means better care for patients.

FINANCIAL SERVICES

ONLY 32% OF FINANCIAL INSTITUTIONS ARE ABLE TO EXECUTE THEIR DATA ANALYTICS GOALS



To do this they sift through large volumes of data, including **reports, news articles and tweets**, each day and use this information to weigh up the various financial options available to DBS customers.



That's the equivalent to spending more than **two hours** reading each day.*

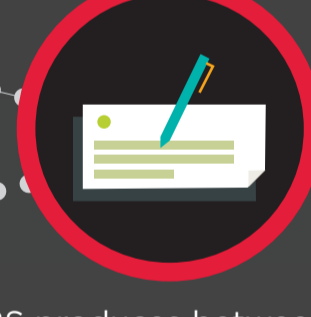
DBS realised this **methodology leant itself perfectly** to Watson's capabilities and partnered with IBM to deploy the cognitive computer to their wealth management arm.



DBS Bank is a leading financial services group headquartered in Singapore, with more than 250 branches across 16 markets.



DBS Bank's relationship managers are responsible for **matching customers with the best investment opportunity** - this entails in-depth understanding of different markets, as well as **DBS' products**.



DBS produces between **700 & 800** reports every quarter so this means the relationship manager will have to process 5,000 pages of documents each quarter.



It's a **time-consuming practice** and because investment opportunities are constantly expanding, this approach was causing relationship managers to **fall behind** in keeping up with market information.

Now **Watson goes through all the data it can find** on possible investments and applies it against individual customers' profiles **in seconds**



This process helps DBS deliver a **better customer experience** by providing insights that are more precise, customised and actionable.



It also enables the relationship managers to use **the time saved** to meet with **more clients armed with the information** Watson has compiled.

JUST ASK WATSON ROADSHOW

Interested in learning more about how IBM Watson and cognitive business can rapidly help transform your processes? Register for our **Just ask Watson** event series.

[REGISTER HERE](#)



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